

Dedicated Marketing Division Provides Customized and Immediate Support for Every Exclusive Listing



▲ The Terra Holdings Marketing Division, headed by Gerry Makowski, *Director of Marketing*, serves as personal marketing team for exclusive listings.

The choice of Brown Harris Stevens as Exclusive Broker provides our clients with their own personal marketing team which creates a customized program of services and promotional materials for every listing.

The Terra Holdings Marketing Division, with a full-time and dedicated staff of nineteen, headed by Gerry Makowski, knows the needs of the brokers and the market thoroughly so that they can translate new requirements into action quickly and effectively. Four-color personalized promotional pieces and postcards for all new properties are designed and produced within days after an exclusive listing is signed. These materials are distributed throughout the Brown Harris Stevens broker organization, to outside brokers, and to other proprietary lists.

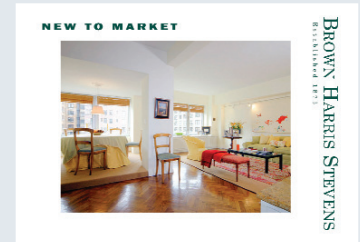
All these activities are closely coordinated with our Information Technology Department which incorporates each new property onto the Brown Harris Stevens web site, with 4-color photos and floor plan, within minutes of its listing.

The same team creates newsletters for special listings, and selected properties also enjoy the benefit of custom-produced Power Point presentations.

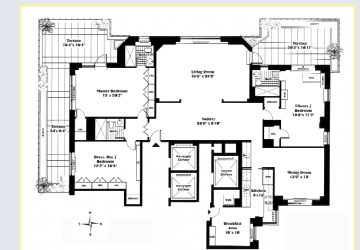
The street-front windows of the Brown Harris Stevens offices on the Upper East Side, in Tribeca, Brooklyn Heights and Park Slope offer special opportunities for the Marketing Division to highlight particular listings with photo displays and, in some cases, multimedia presentations.



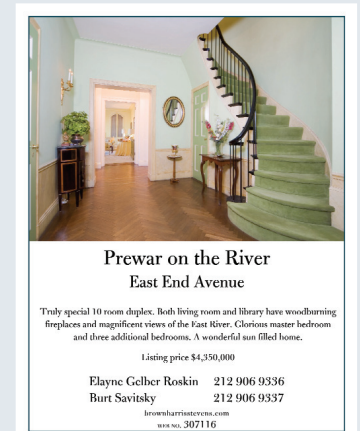
Property Flyer



Property Postcard



Property Floorplan



Window Display